# Candy Bar Gazebo

Issue 29, Winter 1990 (including gum) A Treat To Read

It's here...the New
MARS
Cocoanut Bar
that your customers are waiting for
MARS
Cocoanut Bar
5¢
5¢
It's the candy bar you've been waiting for, too . . . it's the candy bar your customers want! It's the luscious, new five cent MARS COCOANUT BAR.
Powerful newspaper and television advertising have announced it to your customers. 1,000 line ads, 500 line ads, and the immensely popular Howdy Doody children's television show have pre-sold it before you display it.
So—take advantage of the intensive backing of a Mars confection like this one. Watch your customers come back for more of the luscious Mars Cocoanut Bar with its thick, thick pure chocolate and fresh, juicy-rich cocoanut.
Order a supply of MARS COCOANUT BARS today . . .
MARS, INC., 2019 N. OAK PARK AVE., CHICAGO 35, ILL.
MAKERS OF AMERICA'S FASTEST-SELLING CHOCOLATE-COVERED CANDY BARS

The Howdy Doody Story, page two

## THE HOWDY DOODY STORY

The cover photo appeared in a confectionery trade publication in 1950, and marked the introduction of the Mars Cocoanut (spelling changed to just coconut a few years later) to the Peanut Gallery and the general public. The bar,advertised on the Howdy Doody TV show, had sold a quarter of a million bars by the end of the first week, a record for the times.

In his book, Say Kids? What Time Is It?, Stephen Davis wrongly attributes the name of the Mars bar as being Mounds. But the only connection between the Mounds bar and the Mars Cocoanut bar is that both were coated with chocolate and had coconut interiors. The book is a good read, and tells the story behind the Howdy Doody TV show which first came on the tube on December 27, 1947. Some of the sponsors besides Mars were Wonder Bread, Hostess Twinkies, Poll Parrot Shoes, Ovaltine, and Kellogg's. Buffalo Bob Smith was the show's host, and small fry made up the membership of the Peanut Gallery, made up of cheering, excited kids.

Some of the favorite characters on the program were Princess Summerfall Winterspring, Clarabell, Chief Thunderthud, Dilly Dally, Bluster, and Flubadub. Princess Summerfall Winterspring was played by Judy Tyler. After leaving the Howdy Doody program Judy starred on Broadway and then in Hollywood where she starred with Elvis Presley in the 1957 movie, Jail-house Rock. (Judy was killed in an automobile accident at the age of 23.)

The favorite saying of Chief Thunderthud was "Kowabunga*," which became a favorite expression of people nationwide. Dayton Allen, who played various characters on the program, later went on to star on the TV program fronted by Steve Allen and featuring other characters such as Tom Poston, Don Knotts, and Louis Nye. Allen's favorite expression, "Why not?"

The first Clarabell was played by Bob Keeshan who later on in his career became Captain Kangaroo, one of the all time favorites of youngsters on TV.

The Howdy Doody program was one of the early successes on TV, and that program, along with the Milton Berle Show, is credited as being the reason people began to really buy TV sets in the boom year of 1948.

Those were the days, when Buffalo Bob Smith would holler, "Say, kids, what time is it?" And the Peanut Gallery would respond loudly, "It's Howdy Doody time!" (* also spelled Cowabunga)

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A TREAT

TO READ

Nate Sloane -- I Remember When --

It was during the early 1930s - yes, believe it or not, a full pound of hand dipped assorted chocolates for 29¢! Cost to the wholesaler was 16¢. He sold it to the retailer for 20¢ and it was sold to the consumer for 28¢.

I remember one particular box called Hearts Desire. It was made by Liberty Chocolate Co. of Boston. It was a two layer flange box, tied with an attractive ribbon. (Cellophane was not on the market until a number of years later.) Cost to the wholesaler was $1.92 per dozen (16¢ each).

Edgar P. Lewis Company of Malden, Massachusetts, put out a five pound box of assorted chocolates for the Christmas Holidays, real milk chocolate coated (not hand dipped). The wholesale cost was 45¢, or 9¢ a pound. The year was 1938 and the supermarkets were now selling candy and cutting the hell out of prices. Their price to the consumer for this 5 pound box was 53¢! How times have changed.

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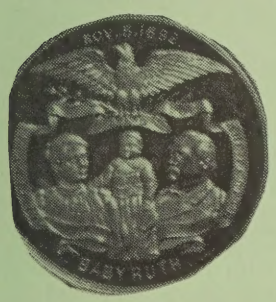
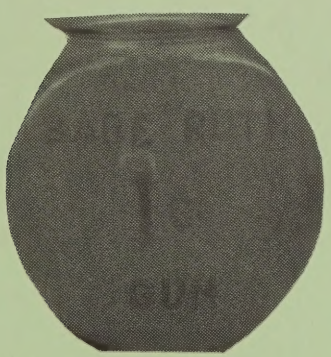
BABY RUTH AND BABE RUTH

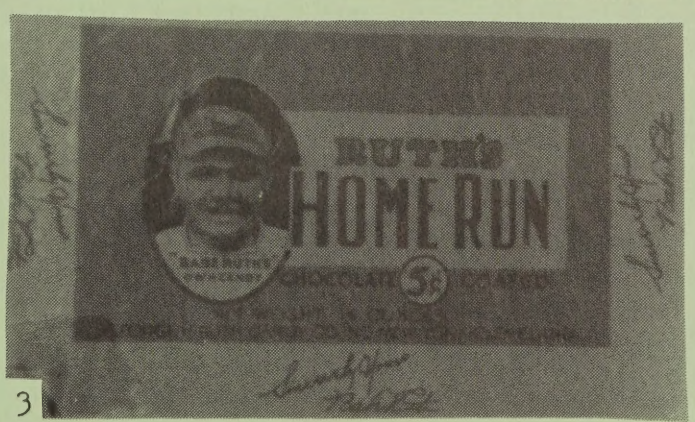
The Baby Ruth candy bar first came out around 1918-1919, and was copyrighted in 1920. It was named after the daughter of President Grover Cleveland. The daughter, Ruth, had become a favorite in the Chicago area during the Columbian Exposition held in Chicago in 1893. She and her parents were commemorated on one side of a coin struck especially for the fair which was scheduled to start in 1892. Baby Ruth Cleveland captivated the hearts of Midwesterners so she was a natural to have a candy bar named after her by Otto Schnering, president of the Curtiss Candy Company, who was born the same year as Ruth and visited the Columbian Exposition as a young boy.

Babe Ruth, the baseball player, became a star in the 1920s, and over the years he unsuccessfully challenged the Baby Ruth trademark, saying it infringed on his name. Then in 1928 when Ruth was a real baseball hero, several candy bars appeared under his name, one of them being the Home Run bar. Sales weren't that great, so the bars were dropped. A 1¢ Babe Ruth gum was also on the market.

In a personal letter, Francis G. Cleveland, a son of the President and brother to Ruth wrote, "... the Baby Ruth candy bar was indeed named after my sister Ruth." End of story.







## MELSTER'S OF WISCONSIN

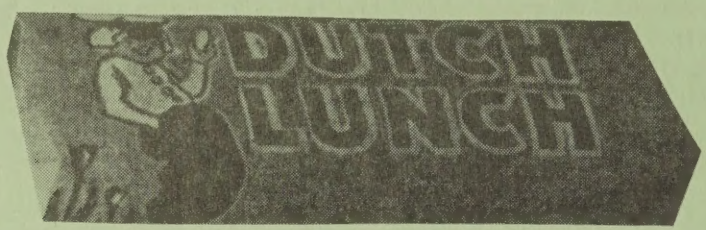
It was the year after World War I ended. Brothers Henry and Arthur Melster, both candy lovers, began making candy in the kitchen of the Melster family home. So it was 1919 that Melster candies first saw the light of day in Cambridge, Wisconsin.

The two brothers made their candies on Mondays, Wednesdays, and Fridays. And on Tuesdays, Thursdays, and Saturdays the two "hit the road" to sell their wares.

In those early days the Melster farm provided most of the ingredients for the candy. Cooked over a wood stove in an iron kettle, the finished candy was then distributed in an old truck in Cambridge and nearby communities.

Melster Candies, Inc., brought out its first candy bar in 1920. Called Walnut Roll, it consisted of a nougat center that was dipped in caramel and then rolled in walnut pieces. It was 10¢ when it first came out, but the price soon dropped to 5¢. Soon after Walnut Roll hit the market, the Dutch Lunch bar made its appearance.

Soon new quarters were needed in the early 1920s. And it was in a store on Main Street in Cambridge that a local favorite, Angel Food, had its beginning. It was a molasses sponge candy that was dipped in chocolate.




It was during the tail end of the Depression that Henry Melster decided to specialize in candy bars, so a move again was made to larger quarters. One of the more successful bars of that 1935 expansion was the Cherrie Twin bar. It contained two cherries in cream, coated with dark chocolate. That bar gained national distribution and was a leading cherry bar up until World War II.

After that Melster acquired American Candy of Iowa County, Wisconsin. And a diversification of its product line from just candy bars took place.

In 1957 Melster acquired the Madison Candy Company of Madison, Wisconsin, manufacturer of a popular candy of the times, Keeleys. Keeleys were quite popular and were asked for by name in the Madison area. It was a butter cream dipped in chocolate, and it introduced Melster Candies to the box chocolate business. It was in 1963 that Melster added mints to its product line with the acquisition of Webster Candy Company of Eau Claire, Wisconsin.

During the heyday of candy bar making such bars as Nut Lunch, Swiss Lunch, and Vanilla Nut Nougat were made. Also, Cherrie, Hot Scotch, and Brownie were produced. Others were Wagon Wheels, My-T-Good, Jack Frost, Almond Gem, Club House, Dutch Fudge, Fairy Food, and Sunny Jim.

Still others were Nut Cluster, Cherry Pie, Ripley Log, Top Hat, White Wings, Sea Foam, Brown Betty, Special, Pineapple Whip, Big Top, Ace High, and Ike 'n Mike.

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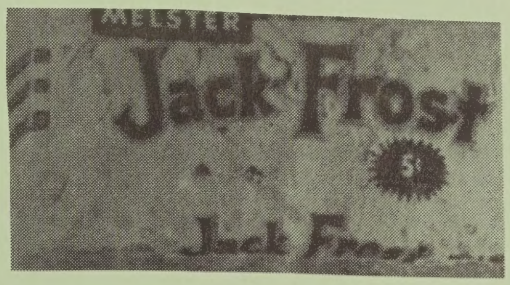

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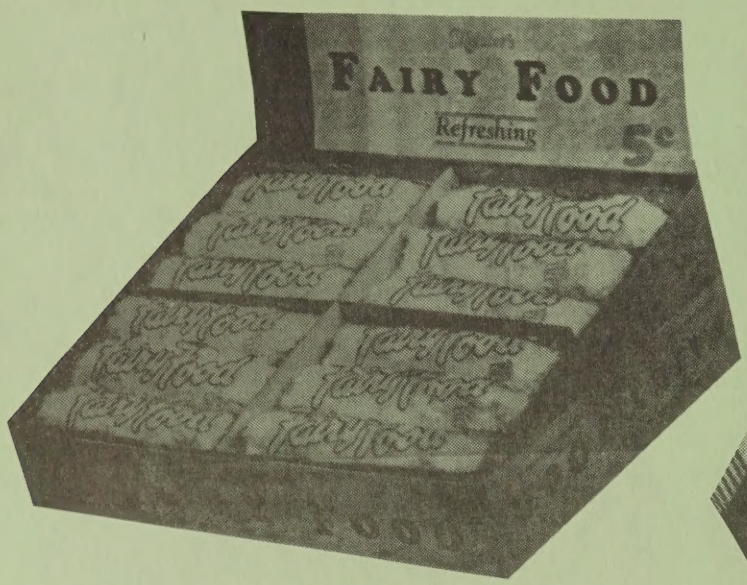


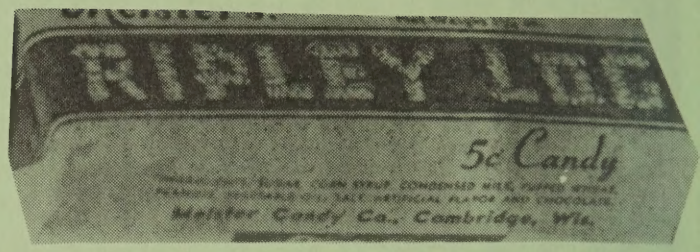

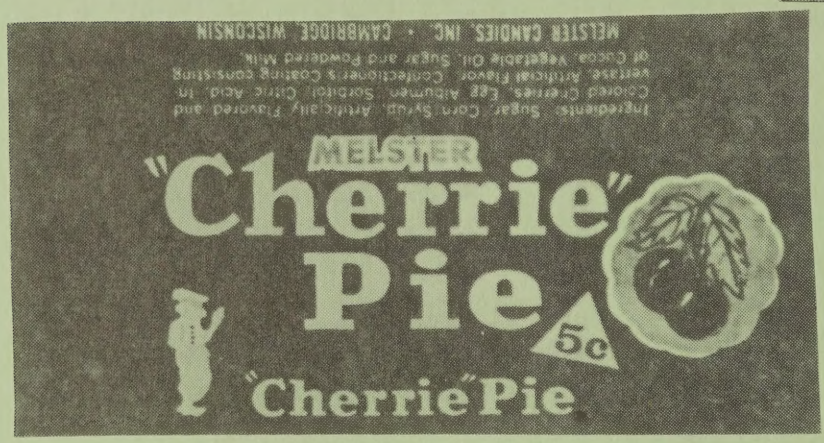


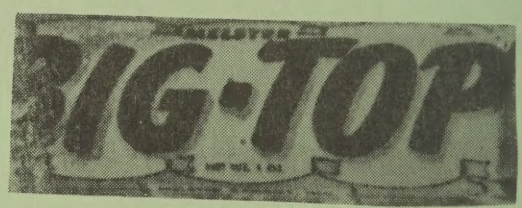


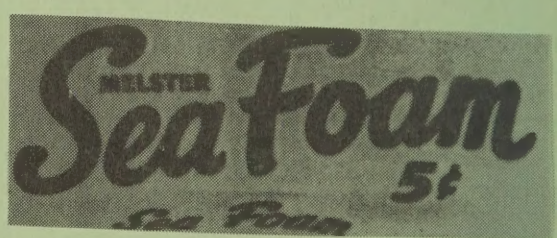

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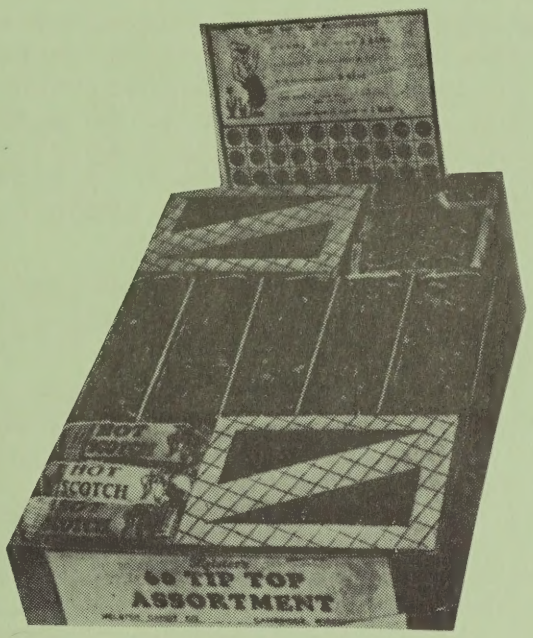
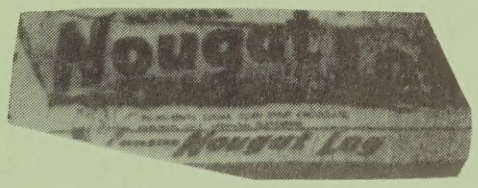
The Ike 'n Mike bar was originally a 10¢ piece, but it became available as a 5¢ bar in the late 1920s.

The figure of a Dutch boy was common to many of the candy bar wrappers issued by Melster. And during the heighth of the punch board craze in the 1930s and 1940s, Melster produced its own box assortments of candy bars.



Such bars as Pecan Logs, Pecan Loaves and Rolls, Emperor, and Imperial bars were featured in various sizes. The punch board cards contained no blanks, so each punch (costing 5¢) was a winner. The Melster punch board display boxes were identified by names such as The Leader, Colonial Draw, The Imperial, The Emperor, and Tip Top. Each carton contained a varied assortment of items that cost the retailer $2, and brought in $1 profit. Each of the punch board cards generally had 60 punch outs.

Now a subsidiary of Pennsylvania Dutch Co., Inc., of Mount Holly Springs, Pennsylvania, Melster produces confectionery products, but its heyday as a candy bar maker are long gone.

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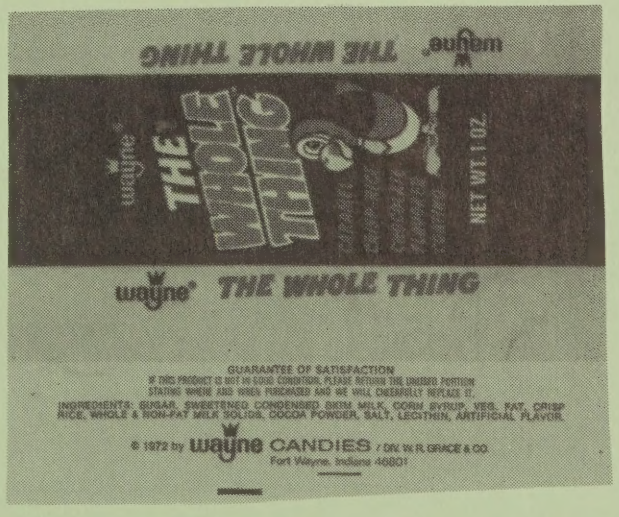
## THE WHOLE THING

"I ate the whole thing" was a popular saying as a TV commercial back in the early 1970s.

So trying to capitalize on that saying the W.R. Grace and Company, who in the early 1970s owned Wayne Candies of Fort Wayne, Indiana, as a division, came out with its The Whole Thing candy bar. The bar was a caramel crisp rice event covered with a chocolate-flavored coating. The bar wasn't bad, but, unfortunately, faded from the marketplace as the TV jingle faded in terms of popularity.



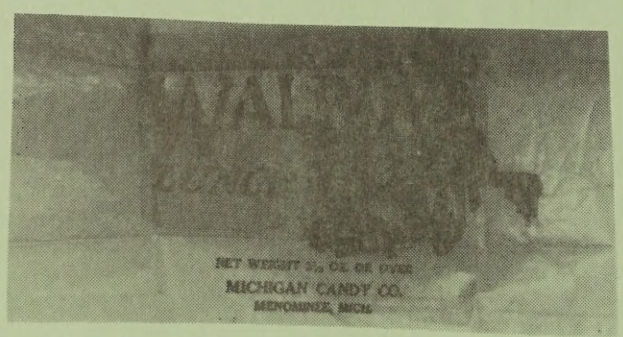
## MENOMINEE, MICHIGAN

Back in issue 15, Summer, 1987, Candy Bar Gazebo, an article on The Michigan Candy Company was run. Since that time, additional material has been found out on that defunct company. Located in Menominee, Michigan, the company was also known as the Michigan Coffee and Spice Company. Both these companies were actually branches or divisions of the Carpenter Cook Company that was in business from the early 1920s until the late 1940s or early 1950s.

The St. Peter family of Menominee was largely in control of the aforementioned companies. An article looking for information about the company (Michigan Candy) was run in the Menominee Herald-Leader, and one of the feature writers of that publication, C.A.Krohn, tried to gather information about Michigan Candy at the Menominee County Historical Society. But the members present at the meeting were surprised to find out that there once had been a candy company in Menominee. So Krohn's information-gathering safari wasn't a success.

Numerous candy bars were produced over the years by Michigan Candy and a number of the wrappers were pictured in the Gazebo article, such as Bonnie Belle, Red Hots, High Jinks, and Little Johnnie. Still others were Big Billy,Mellow Crisp Quartet, and Rotary.

Two additional bars made by Michigan Candy that were not shown in the article were the Yum-Yum bar and the Waldorf Lunch bar. That bar was named after the Waldorf Hotel in New York City that, at the time, was one of the best known hotels in New York and one in which lunchtime became a well-known gathering place for dignitaries - hence the name, Waldorf Lunch,for the bar. And other bars also produced by Michigan Candy were Buddie's Delight, Hopper's Special, and Date Bar. (Both wrappers - Wartner Collection.)



## DAVENPORT, IOWA

It was known as UCANCO Candy Company, and it was located in Davenport, Iowa. It was operated by Charley Bookidis and was on the scene for a number of years before World War II and shortly thereafter. Perhaps the best known bar produced by Ucanco was the Ol' Timer bar. It sold for 5¢ and came packaged in boxes in which 40 bars were packed.

Bars with nuts in them were favored products, such as the Pecan Log, that came in several sizes, a favorite being the ½ pound size that sold for 39¢ in food markets and drug stores. Bill Wundrum of the Quad City Times, Davenport, Iowa, remembers the bar well. Bill says that Charley Bookidis gave away thousands of them to promote the sale of war bonds during World War II.

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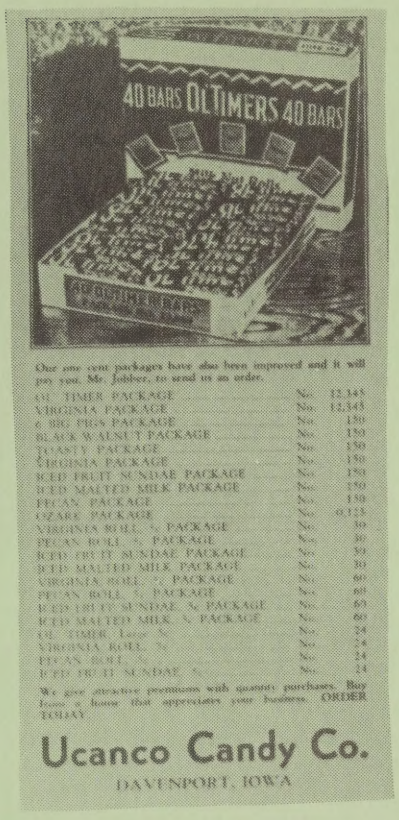
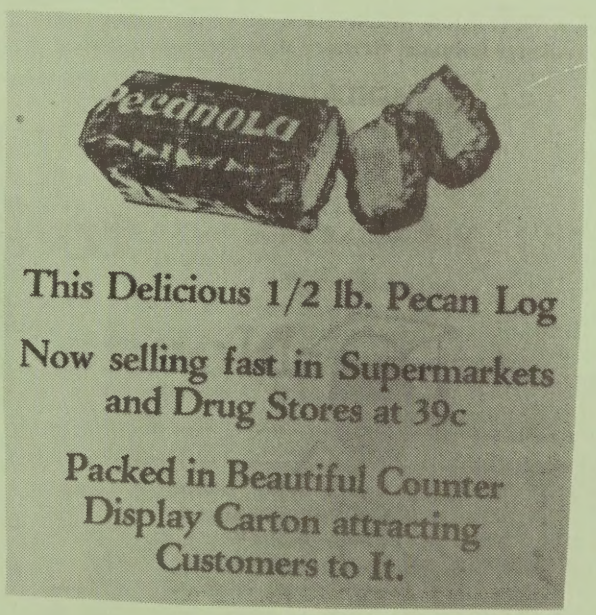
Bookidis produced many 1¢ items, one of them being The Milk Nut bar that weighed almost an ounce. There were also 1¢ versions of other Ucanco 5¢ bars.

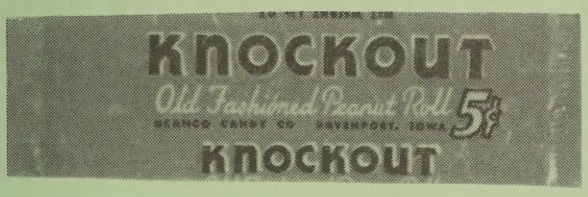
Named after the famous street in New York City, the Broadway bar sold for 5¢ and contained malted milk, peanuts, butterscotch, and was chocolate coated. The 5¢ Knockout bar was an old fashioned peanut roll. Some other 5¢ bars were Pecan Roll, Virginia Roll, and Iced Fruit Sundae.

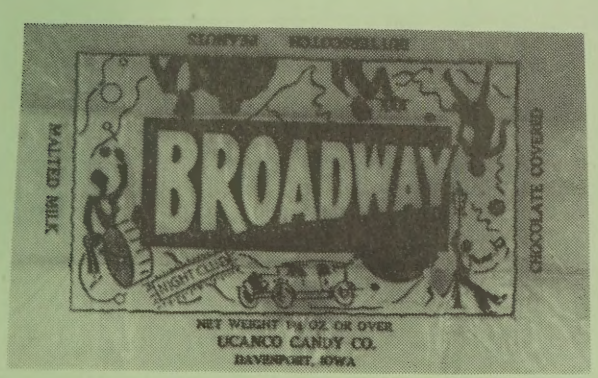
During the World War II years a popular Ucanco bar was the Torpedo bar. It was a 3 ounce bar that sold for 15¢ and really was an oversized bar, being thin, wide, and long. It was a peanut brittle type of bar.

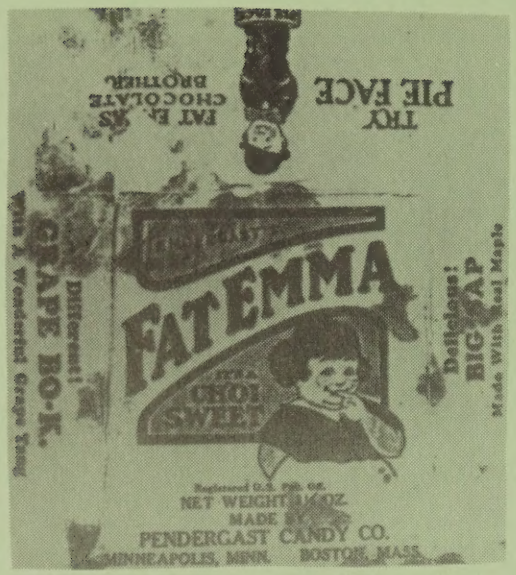
Another candy company that Davenport had for a number of years was the Blackhawk Candy Company that made the Tom Mix candy bar in the late 1930s.




Pecanola
This Delicious 1/2 lb. Pecan Log
Now selling fast in Supermarkets and Drug Stores at 39c
Packed in Beautiful Counter Display Carton attracting Customers to It.





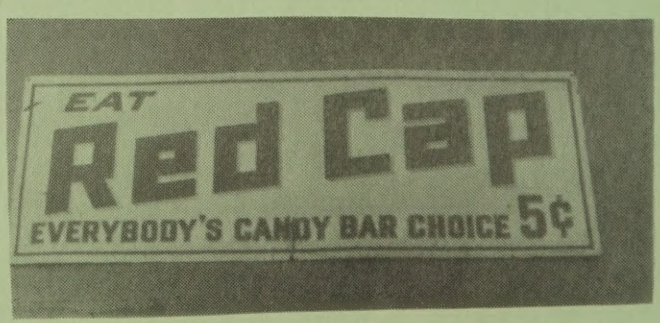
CALIFORNIA COLLECTORS

Warren and Jill Schimpff, Claremont, California, have a great candy memorabilia collection. They have both a Fat Emma and a Pie Face wrapper made by Pendergast of Minnesota. A 1¢ Baby Ruth wrapper dates from 1935, when Jackie Cooper starred in Treasure Island along with Wallace Beery.

The four metal signs shown at the bottom are for Oh Henry! which sold originally for 10¢, Chicken Dinner by Sperry, and two very good Euclid candy bars, Love Nest, and Red Cap. Euclid had several plants throughout the U.S. Chicken Dinner, Oh Henry!, Love Nest, along with Baby Ruth, were the best known of the nut rolls of the times.

You'll be hearing more about the Schimpff's in future issues.

BUDDIES
CURTISS
Baby Ruth
CANDY COMPANY
"JACKIE COOPER, star of Metro-Goldwyn-Mayer's picture, 'Treasure Island' discovers a new treasure in CURTISS' BABY RUTH BAR."



# THE CLARK CONNECTION - BRAD BURG

Brad Burg, Glen Rock, Pennsylvania, specializes in D.L.Clark Company memorabilia. He recently visited the old Clark building in Pittsburgh to see what was happening there since the candy company had moved.

The James McClurg & Co. Cracker Bakers and Confectioners originally built the building in 1892.The David L. Clark company was founded in a small house on Pittsburgh's north side in 1887. And in 1911 the company had grown so it purchased the McClurg factory. Clark soon became one of the largest candy operations in the country.

The building is now mainly an office building for Pepsi Cola. The building also contains a gym and two bars and eateries. One of the bar/eateries is called The Clark Bar & Grill and the other one is called Zagnuts. The menus feature such items as "The Boomer Burger" and "The Great Santini," the names of which all have local connections.

Among his collection of Clark memorabilia, Burg has some of the premiums that were offered retailers in the teens and 1920s. The Clark company not only made candy bars and candy, but also chewing gum. And some of the premiums offered deals for gum purchases by the retailer. Some of the items offered were clocks, lanterns, and safety matches.

Burg also has a very old and rare Teaberry Gum poster used as a counter display in Mom and Pop stores. Always on the lookout for new "old" items, Burg is looking to make his collection even bigger and better than it now is!

Teresa Finer - Gum

## CHECK (CZECH) THIS OUT!

Long before democracy traveled east to Prague, remnants of Americana were being gathered there in the form of chewing gum wrapper collections. Although geography books refer to the country as Czechoslovakia, it appears that a better name is "Chickleslovakia," judging by the extensive chewing gum wrapper collections in this country! Unlike the U.S., where chewing gum wrapper collectors seem to be few in number (though deep in spirit), the hobby is so popular that it may be elevated to an Olympic sport in Czechoslovakia - twice a year, the collectors gather for a big meeting in Prague. Meet two of these collectors:

Miroslav ("Mirel") Nikl has one of the most specialized Czech collections. Mirel is a surveyor by trade, and his gum wrapper collection has been a hobby for the past 26 years. These days, he limits his collection to U.S. gum manufacturers, and to Adam's, Beechnut, Clark's, and Wrigley's manufactured in other countries. He collects only single stick wrappers, except he is still interested in adding outer wrappers (five stick) manufactured before 1945. His collection includes more than 100 U.S.wrappers manufactured before 1939, several of which were manufactured before the turn of the century. His oldest U.S.wrappers include Adam's Black Jack (1899), Zeno's Bloody Orange, Licorice Forbidden Fruit, Sen-Sen Wintergreen, L.P.Larson, Wrigley's Spearmint Pepsin, and Adam's Yucatan. In addition, the collection includes about 400 worldwide wrappers from the period 1945-1950, and 15,000 from 1950 to date. Mirel also collects old match covers and chewing gum advertisements, and likes to trade these (but he is maxed out on Wrigley's ads from 1926-1930). In developing his collection, Mirel has acquired several old candy bar wrappers, and is willing to trade these for similarly aged gum wrappers. Mirel can be reached at P.O. Box 179, 162 00 Praha 616 Czechoslovakia.

If that collection blows you away, chew on this one: Jiri Matatko claims to be "the biggest Czechoslovak collector of chewing gum wrappers." Bigger than Mirel? Jiri has been collecting for the past 25 years and has more than 28,000 different wrappers from around the world. The collection includes Australian wrappers from the 1920s and numerous foreign wrappers from the 1950s. When he is not collecting Jiri works as a printer, which may explain his clever stationery head pictured below. The collection includes all types of wrappers, and Jiri is interested in trading wrappers manufactured in any year and country. Jiri can be reached at Svetla 496, 460 14 Liberec Czechoslovakia.

## OLD GUM NEWS TADBITS

William Wrigley started selling chewing gum in Chicago back in 1892. The first two Wrigley brands were Lotta Gum and Vassar. Juicy Fruit and Spearmint appeared the following year. In 1911 Wrigley's arrived in Great Britain. And it was Wrigley's who invented the handy opener tape in 1932.

According to the newspaper columnist, L.M. Boyd, chewing gum is outlawed in Albania.

William Wrigley is said to have said, "When two men in a business always agree, one of them is unnececcary."

## LETTERS FROM READERS

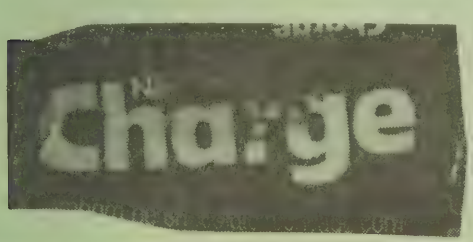
Nate Sloane, Boston, MA, wrote to say he remembers that the Pie Face candy bar was square shaped and also good.

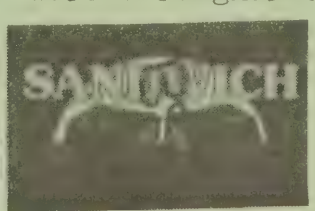
Frank Fiore, Hollidaysburg, PA, said Gazebo is getting better, especially the world-wide news.

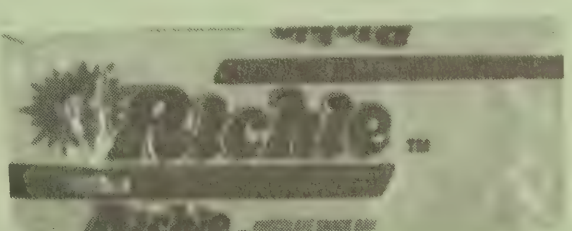
Miroslav Nikl, Prague, Czechoslovakia, sent along some old German wrappers made by Jllert & Ewald of Hanau. The holiday greetings on the chocolate bar wrappers are for Christmas, Pentecost, and Easter.

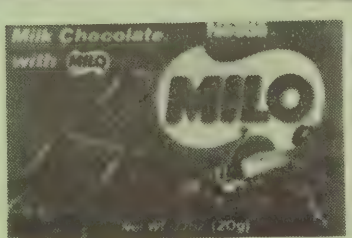
Brad Burg, Glen Rock, PA, wrote to say he was "pleased to read the Fall issue of Gazebo to find the new chewing gum section." Brad's an authority on the old Clark Co., which made chewing gum as well as candy bars.

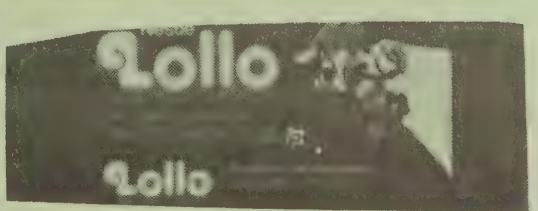
Larry White, Stoughton, MA, took his wife, Doris, on a trip to Grenada, Saint Lucia, and Martinique recently. Some of the candy bars they sampled were the Tiki chocolate coated wafer bar with strawberry cream filling, made in Trinidad by Charles Candy; the Nestle Charge bar made in Brazil; the Richie bar made by Highgate of Jamaica; Cadbury's Sandwich made by Cadbury in Dublin, Ireland; Lollo (Nestle) made in Brazil; and Nestle Milo made in Ecuador. So all the bars were foreigners.





## NEWS TADBITS

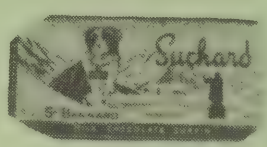
The Hollywood Company's candy bar, Smooth Sailin , was named after the pop tune of 1933, "Smooth Sailin." The bar, however, didn't have quite such a smooth sail as it wasn't around for too many years.

Candy USA, Atlanta, Georgia, was originally owned by Tom's Foods Inc., also of Georgia. The company is a contract candy maker, and presently produces candy for such companies as Nintendo of America, Inc., and the World Wrestling Federation.

One of the rare candy bars named for dog breeds was the St. Bernard chocolate bar produced in the early 1950s by Suchard Chocolate, Ltd., London, England. The bar was made according to the original Swiss process and was to aid and abet weary English travelers.

What was the first thing ever cooked by microwave? According to one source it was a chocolate bar that quickly turned into a puddle. Percy L. Spencer, in 1945, put down a chocolate bar beside a radar vacuum tube in the Raytheon lab in Waltham, Massachusetts to produce the messy results. That happening proved the invention would work, so more successful items were produced, popcorn kernels into fluffy popcorn, and a raw egg into a fried one that tasted and looked quite good.

Are new candy bars and candies being created all the time? All the time! For example, Richardson Researches, Inc., Hayward, California, offered a course recently that dealt with new confection creations such as Praline Logs, Safari Cups, Coffee Walnut Fourre, and Honey Fruit Truffles.




In British Columbia, Canada, a logger's joke is what is meant by "Green Jellybean Day." That is when loggers, gone all week, fly home weekends, scatter bagfuls of green jellybeans all over their lawns. This keeps youngsters outside while loggers say hello to moms.

L.M. Boyd, newspaper columnist, says that according to pest controllers, mice love chocolate. And according to my research just a tad bit more on the favored side is the Snickers candy bar.

The London Daily Mail (England) had an article that said that nearly 3/4 of the annual 1.5 million tons cocoa crop used to make chocolate comes from West Africa, but some connoisseurs claim the taste is inferior to that from Central America, Sri Lanka, and Indonesia.

Besides candy bars, Mars Inc. is in the food businesses of Dove International, Ethel M Chocolates, Kal Kan Foods, and Uncle Ben's Inc., among other things.

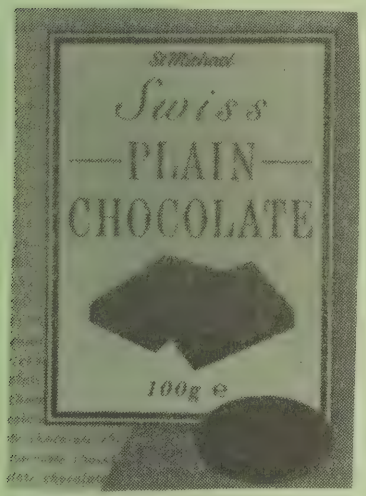
Which has fewer calories, a half-cup of raisins or a half-cup of candy corn? Surprise. The candy corn has less than half the calories of the raisins.

Does chocolate have more cholesterol than cheddar cheese? Surprise. Chocolate has about 7 milligrams per ounce. Cheddar cheese has 30.

A 1-ounce serving of butterscotch discs contains one gram of fat. Breadsticks contain four grams of fat per one-ounce serving.

FROM FOREIGN CORRESPONDENTS

Terence Clay, Bournemouth, England, said he has a steady supply of candy bar wrappers coming in. Some of the wrappers Clay sent along are: St. Michael plain chocolate bar, manufactured in Switzerland by Frey for Marks & Spencer of England; Waitrose white chocolate bar (with sultanas, hazelnuts, and almonds), also of England; Terry's of England, Bitz bar, milk chocolate with cherry flavour crunch; Hellas Toffee filled bar made in Finland; Grand Marnier Truffle bar made by Gubor in Germany; Nestlé Rayon bar, made in Switzerland and carrying a Cailler byline; Irish Coffee milk chocolate bar made in Switzerland by Lindt & Sprüngli; and the Poulain Samba bar, dark chocolate with coffee, made in France.



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Harry Levene, London, England, sent along numerous wrappers. The Cholac wrapper was manufactured in Iran for export only, and Harry says, "It was fair, better than I expected, but not up to European standards." The Ritter Balloon bar, made in Germany, says Harry, "seemed to be a higher quality than their normal bars." The Stratos bar was made in Norway. Mars of England's new Balisto bar is a milk chocolate covered crunchy biscuit with a creamy hazelnut topping. From South Africa he sent the Nestlé Crunch wrapper. From Israel is the Elite bar showing Snow White and the Seven Dwarfs. The little fellows are offering a selection of candies to the young lady. From the looks on their faces it seems that they are almost "dirty old men." Also from Israel (shown on next page) is the Shazam Bar featuring Captain Marvel of U.S. comic book fame. The side of the wrapper shows the faces of other DC comics favorites, Superman, Captain Marvel again, Wonder Woman, Robin, and Batman.

Harry said that Mars of England has introduced ice cream bars using the names of several Mars products in England, similar to the U.S. introductions. Harry also said that the best cheesecake he has ever had comes from Belgium. He brought home a couple of pounds and his wife and sons demolished the cheesecakes in short order!

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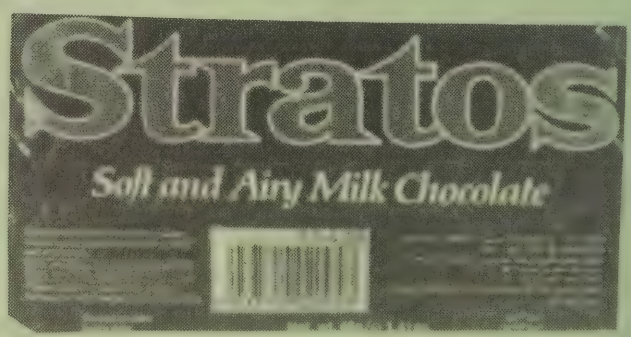

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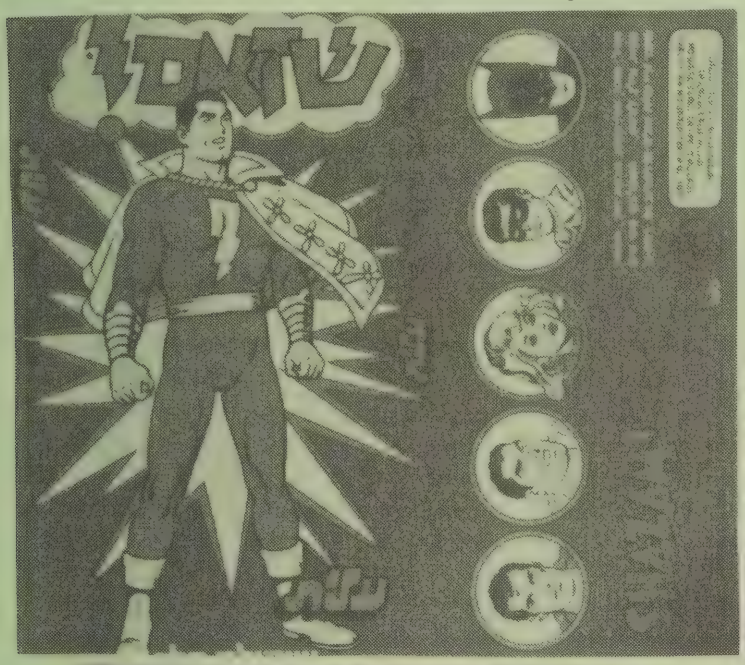
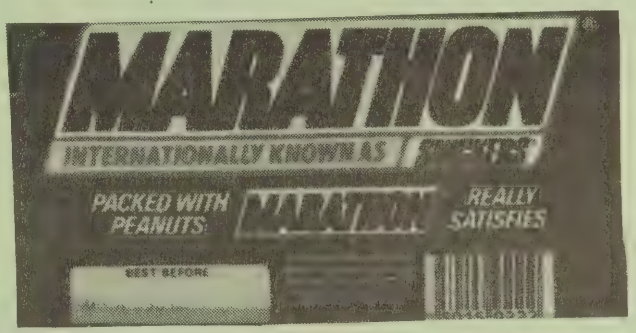
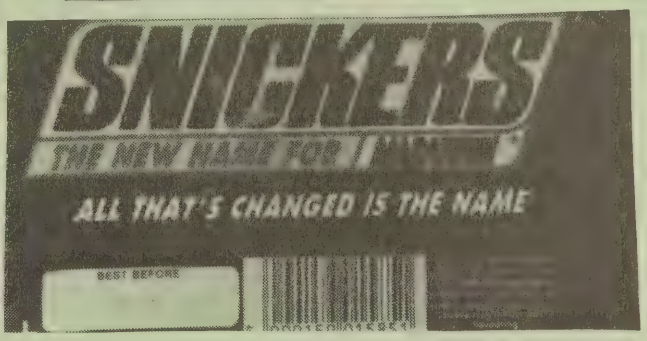
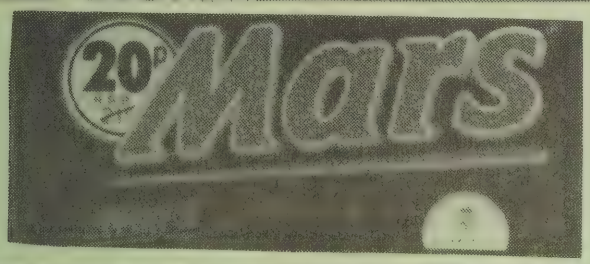
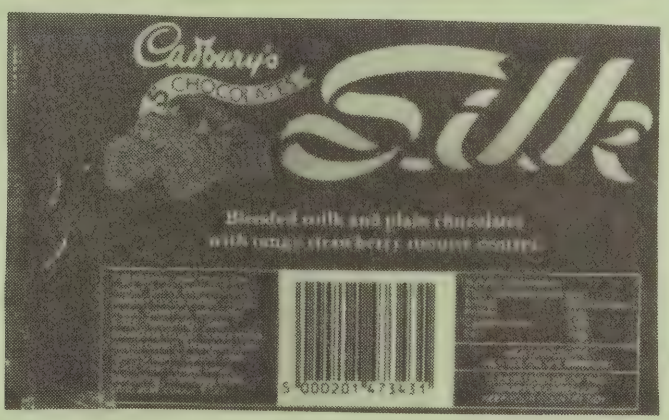
Levene also sent along in another shipment the English Mars bar wrapper (the American Milky Way), British Skittles, British Mars Galaxy milk chocolate bar, and the old Marathon wrapper, and the new wrapper for the same bar with the new name, Snickers. From Austria he sent along the wrapper for the Mars Gold milk chocolate bar. And from Cadbury's of England he sent along the new wrapper of the Silk candy bar, five chocolates of blended milk chocolate with a strawberry mousse center.

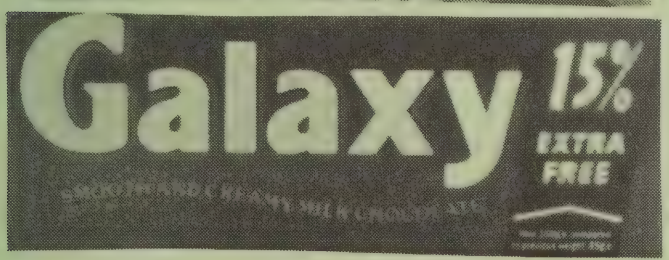




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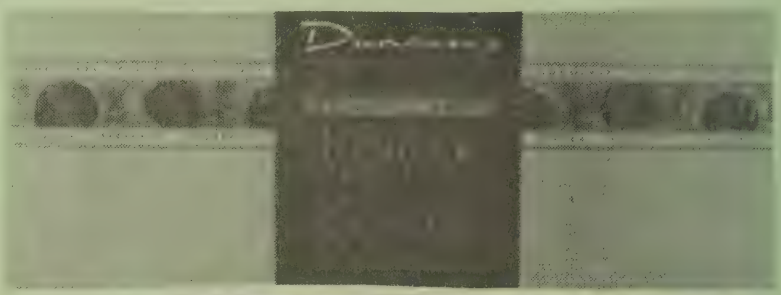
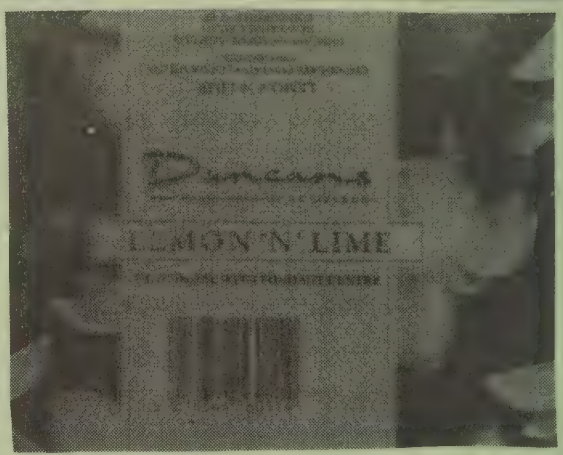
Levene also wrote that, "Lemon 'n Lime bar is the most tasty cream center bar I have tasted for a very long time, and the Hazelnut bar is also excellent." The comments were about Duncans of Edinburgh, Scotland. Duncans goes back to 1861. In 1927 an agreement was reached between Duncans and Rowntree of England. By 1967, however, the company's export business had become less profitable, so Rowntree decided that the factory should be used to manufacture higher volume Rowntree lines rather than Duncans products. But by 1987, when the Edinburgh plant was closed, former Rowntree employees decided to again launch Duncans products which first rolled off the production line in early 1988. A solid line of Duncans products includes such items as Kiwi-fruit bar, Chocolate Ginger Pralines, Apricot Brandy Truffles, and Lemon 'n Lime bar.



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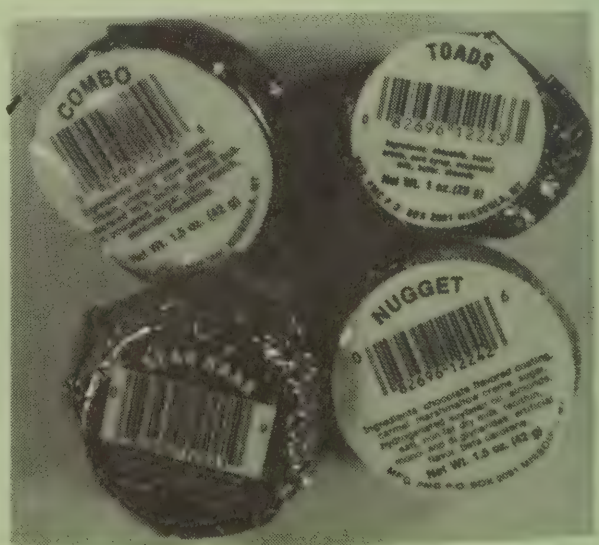
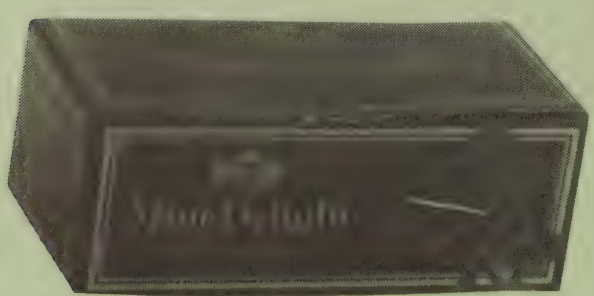
BARS, BARS, BARS, BARS

PMC, Missoula, Montana, has out four excellent candy bars that go by the names of Bear Baar, Nugget, and Combo that are all cup products, and Toads bar, which is shaped like a toad.

Pennsylvania Dutch, Mt. Holly Springs, PA, has introduced Mint Delights, imported from Germany. The creamy mints are coated with dark chocolate.



## BARS NEW TO GAZEBO

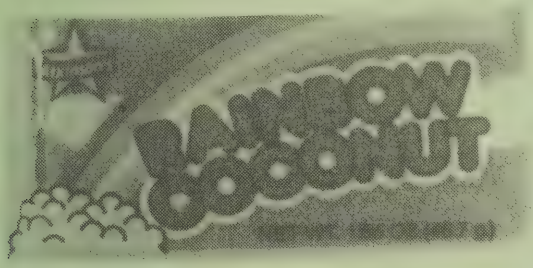
Atkinson Candy Co., Lufkin, TX now has its Rainbow Coconut bar available in the New England States.

Planters Lifesavers Co., Winston-Salem, NC, has introduced LifeSavers Holes, miniature mints and candies which look like the missing center pieces of LifeSaver pieces. The one-calorie confections became available in late October, and hopes to knock Tic Tac mints from the top of the $102 million-a-year and growing bite-size candy market.

Concord Brands (Sunmark) has out the very good Banana Juicy Chew and Cherry Juicy Chew candy bars.

Timberline Candies is handling the new novelty item, the Trolli Burger, a new gummi candy. Each Trolli burger has a cherry patty, green apple lettuce, pineapple cheese, and two peach buns.

New from M&M/Mars are two Kudos bars, Crunchy Nut and Raisin. Both are quite good snack bars.



Herman Goelitz, Inc., California/Illinois, has out its novelty Prehistoric Egg. A chocolate egg, candy coated, has a baby gummi dinosaur at the core. An interesting piece, it is a bit awkward to eat.

Confex, Shrewsbury, NJ, is the distributor of Raps, made for Confex in Argentina. The candy coated fruit chews are quite tasty, while the various rap verses on the backs of the Raps boxes are somewhat crude, but contemporary.

Jacobs Suchard Imports, Chicago, is marketing Belgian made Cote d'Or and Toblerone products - all excellent, such as the terrific Bouchee. Others (continued next page)

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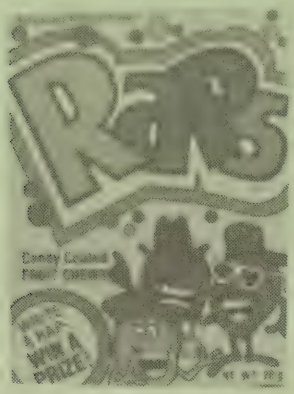
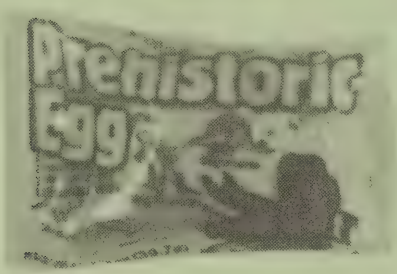
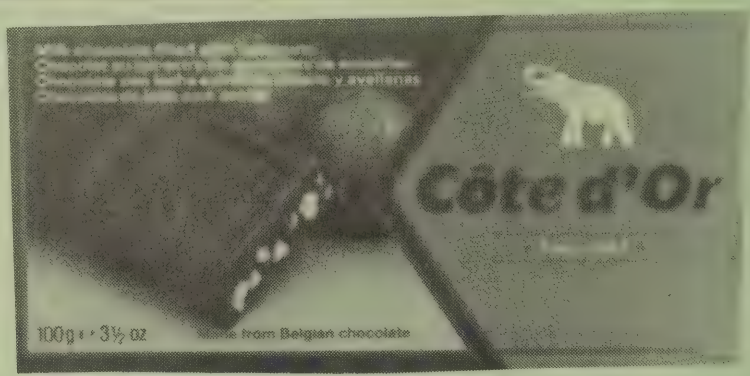
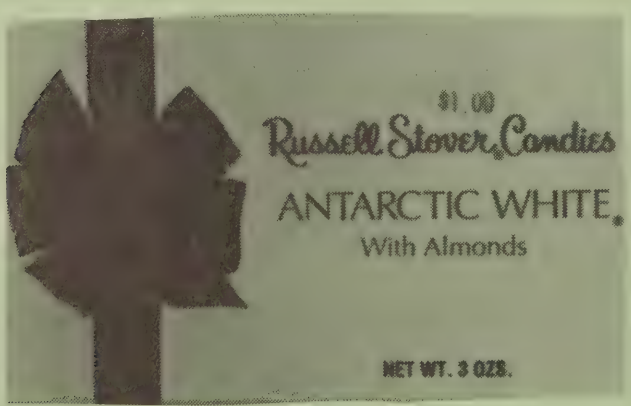
are Toblerone Swiss White Confection with Almond and Honey Nougat, Cote d'Or milk chocolate filled with hazelnuts, and the Cote d'Or milk chocolate with whole hazelnuts bar. There are also seven other Cote d'Or bars, various Toblerone bars, and Cote d'Or Chokotoff, dark chocolate coated caramel candies. All the products are of superior quality.






Pacific Trading Cards was established in 1968. A separate division of the company, Pacific Candy Co., manufactures and markets chocolate candy bars which include bars with images of baseball players molded on them. The Tony Gwynn (San Diego) Base Hit candy bar and the Wade Boggs .352 (Boston) bar are two of baseball player bars manufactured.




Russell Stover Candies, has out its boxed 3 ounce bar called the Antarctic White with Almonds bar. The bar is quite good.

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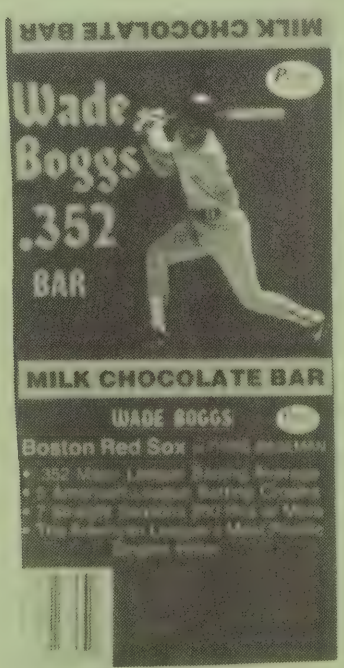


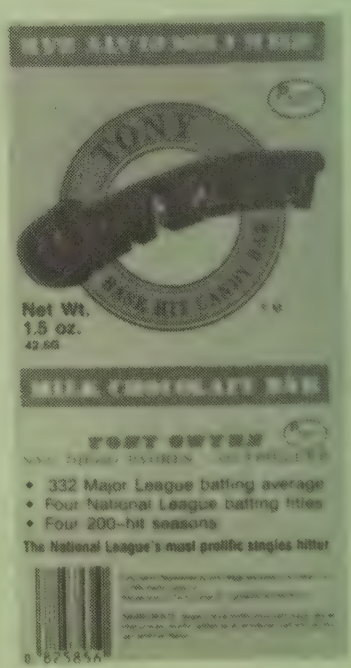
TONY
Net Wt.
1.5 oz.
• 332 Major League batting average
• Four National League batting titles
• Four 200-hit seasons
The National League's most prolific singles hitter

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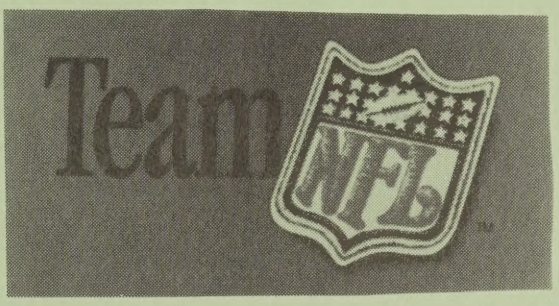
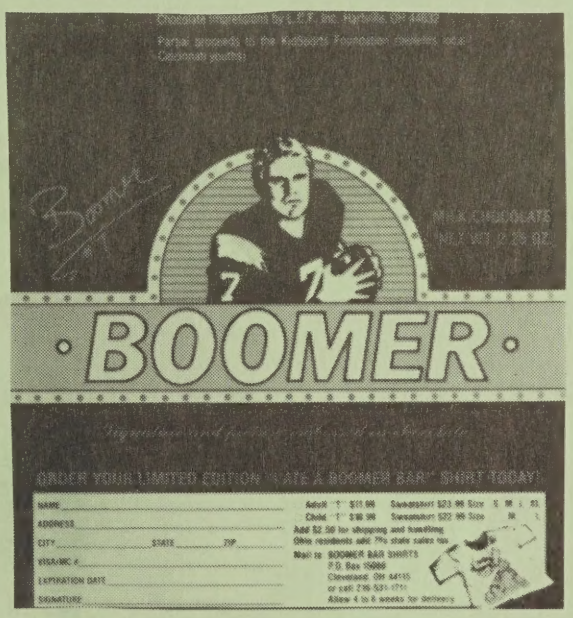
L.C.F., Inc., Hartville, OH, is the original manufacturer of three-dimensional chocolate molds featuring professional sports personalities. L.C.F. also made the mold for the NFL team bar that saw only 600 bars produced. The 600 were presented to team owners, players, and officials at a N.F.L. pre-Superbowl gathering that was held in New Orleans. Some personality bars are the Bernie Kosar (Cleveland Browns) and Boomer Essiason (Cincinnati Bengals) pro football players, and Ryne Sandberg (Chicago Cubs) baseball's National League Home Run leader in 1990. More sports personalities to come.






For the first time in more than 36 years, Americans have a new M&M's flavor - M&M's Peanut Butter Chocolate Candies - yummy, too! And M&M/Mars has both Milky Way and Snickers out in new form - bite-sized bars that come in 9 oz. packs called Snickers Snackers and Milky Way Snackers.

Walnettos are now available as changemakers, in 10 oz. packs, and in 5 lb. bags. And they are now even better than you remember them as a kid.
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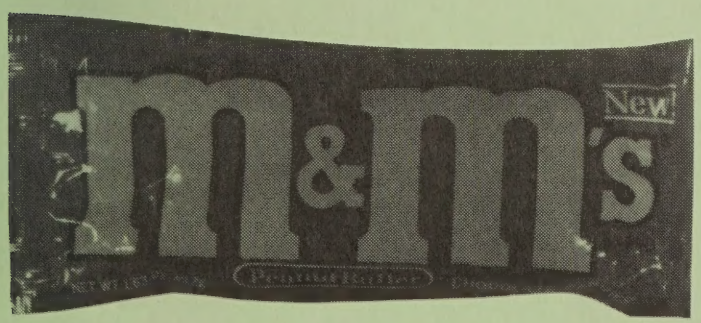


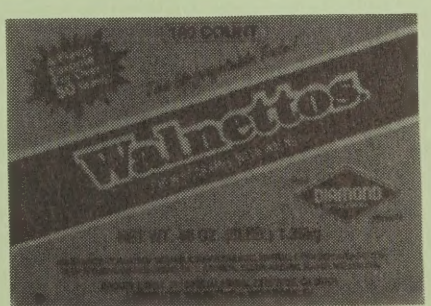

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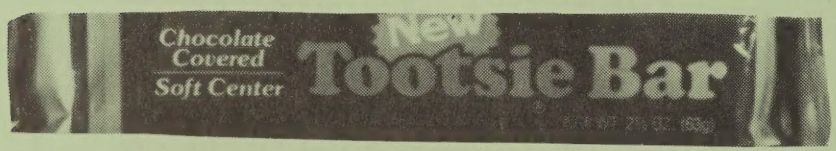
Tootsie Roll of Chicago has come out with a new Tootsie Bar that's great! Chocolate covered, the Tootsie Bar also comes in a box of miniature Tootsie Bars. The inside is soft and chewy. The same company also has out a new Cella's Chocolate Covered Peanut Butter Center changemaker.

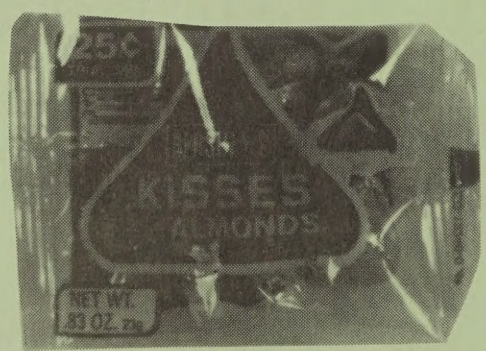
Hershey's Kisses first came out in 1907, and the plumes were added in 1921. The wrapper was silver. In the late 1920s, Eatmors,which were unwrapped ribbed kisses packaged in a tube, appeared. But it wasn't until 1990 that the gold wrapped Kisses with Almonds appeared in the marketplace. The new Kisses are more addictive than the originals.

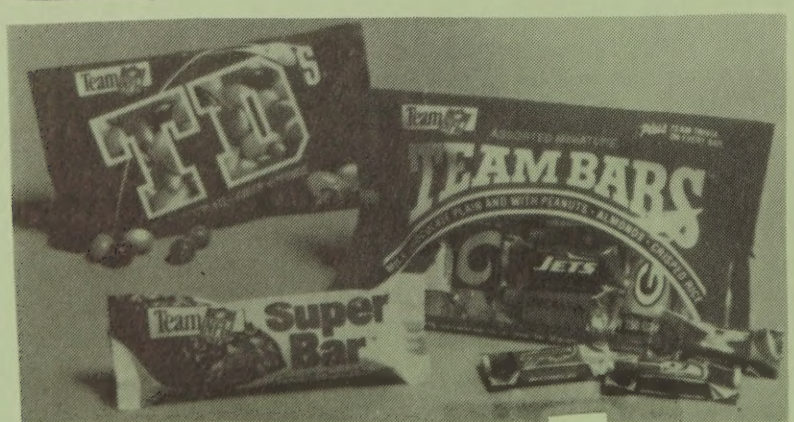
Galerie au Chocolat, Cincinnati, OH, is handling Michel Cluizel chocolate bars of Paris, France, such as the Chocolat au Lait Aux Noisettes, an excellent bar. Also an excellent product is the Caramel Champignon, a mushroom-shaped piece of candy made of dark and white chocolate and caramel.

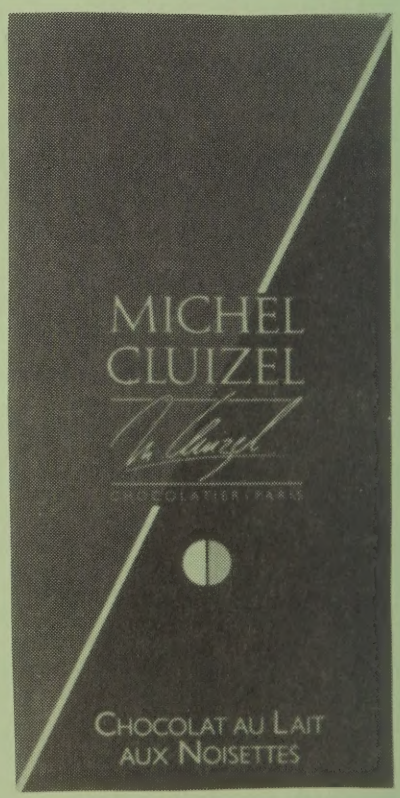
While on a recent trip to Scotland, Shelia Austin, Needham, MA, munched on a Penguin bar made in Great Britain by McVities of York.

Impel Marketing, Durham, NC, and NFL Properties have come up with a line of candy products set to hit the national market this month. Items in the line are the Official Chocolate Game Ball (official sized football made of chocolate), TD's (chocolate covered almonds with a candy coating), Team Bars (individually wrapped bite size chocolate bars), Super Bar (nougat, almonds, caramel, milk chocolate), and the Super Bowl Commemorative Tin Container (filled with individually wrapped milk chocolates). All the items are tasty.





## NEWS TADBITS

Back in August, at the Erie County Fair, Hamburg, NY, there was on display a fiber-glass cow that was studded with over 67,000 M&M's!

Since the 1970s, the U.S.Army Natick Research Development and Engineering Center in Natick, Massachusetts, has been the nation's only research and development center involved in creating foods for the Department of Defense. So with the Mideast crisis that developed in the Fall, the researchers at Natick have found that soldiers, just as they did in such outings as World War I and World War II, preferred commercial candies such as M&M's and Tootsie Rolls to non-name products just as did their forebearers.

Robert McClure, president of The Chocolate House, Milwaukee, WI, has purchased that company from Zachary Confections of Frankfort, Indiana.

In his book, Beyond the Barrier. 1990, Eugene Rodgers tells of the Richard E. Byrd expedition to Antarctica in 1928. In this fascinating book Rodgers says dog food for the dog sled teams had been made up in the United States, but upon arrival in New Zealand, it proved to be no good, as the dogs got sick. A nutritionist at Otago University in Dunedin, New Zealand, then developed a formula and the Hudson Brothers Candy Company (now Cadbury Fry Hudson Ltd.) allowed the Byrd expedition dog handlers to use the chocolate kitchens at night to make up the dog chow, and numerous company employees volunteered their help. The group managed to mix 25 tons of dog pemmican in two weeks.

Spy Magazine, October, 1990, said the Halloween hit for Trick or Treat was to be Reese's Peanut Butter Cups, and the candy to avoid was Zagnuts.

Harper's Index, Harpers, October, 1990, said the estimated number of M&M's sold each day in the United States is 200,000,000.

ANNOUNCEMENT. The "Best Bars of the Year, 1990, Awards, will appear in the next issue of Candy Bar Gazebo.

Toyland, Sydney Ladensohn Stern and Ted Schoenhaus, Contemporary Books, 1990, is a very well-written new book on the history of the U.S. Toy Industry. That industry's history pretty much parallels that of the candy bar industry in terms of time (ca. 100 years). The similarities between the two industries is apparent as you read through this fascinating book. For example, during the Great Depression of the 1930s, people stayed at home more, eating candy for dessert rather than having dessert at a restaurant, and playing games such as Monopoly instead of taking in a movie at the theater. Monopoly arrived on the scene in 1935. It was in 1958 that the biggest fad and the biggest flop in the toy industry appeared - the fad, Hula Hoops; the flop, Christ Child Dolls. And when was Barbie born? In 1959.

Russell Sifers Candy Company, Merriam, KS, now has wholesalers in about 14 states in the Midwest and adjoining territories for its Valomilk bar,brought back on the market just three years ago. The company also provides a special

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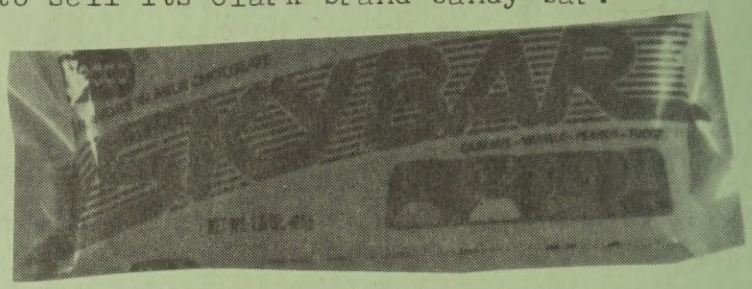
mail order service for Valomilk lovers elsewhere in the United States.

Fred T. Haley, Brown & Haley, Tacoma, WA, said the present day sales range for Mountain Bar is largely the Pacific Northwest (Washington, Oregon, Idaho, and Western Montana. About every twenty years or so the company tries to market the bar in California, but without notable success so far. The Mountain Bar has been around since 1914.

The corporate name, E.J.Brach, is being restored at the company in Chicago which has been operating as Jacobs Suchard USA.

The Manufacturing Confectioner, October, 1990, reported that Grace Cocoa had acquired Merckens Chocolate Co. from Nabisco Brands, Inc. It also reported that Leaf Inc. has initiated plans to sell its Clark brand candy bar.

Necco Sky Bar has a new wrapper. Sky Bar was introduced in 1937 by means of a sky-writing campaign The four-section bar has had different centers for the sections such as English toffee, Honey nougat, nut butter toffee, and fudge parfait. Present centers are caramel, vanilla, peanut, and fudge.



A sensible look at eating: "All foods are good foods. Eaten in moderation everything from candy bars to hollandaise sauce can fit into an intelligent diet. Use common sense and budget yourself. Look at what you've eaten in a week, not at an individual meal."

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## MISSION TO MOSCOW

On a recent trip that took them through Russia, Dave and Marian Frost, Ipswich, MA, sampled Russian chocolate in various cities and towns. Russian chocolate wasn't as bad as they had been led to believe, and prices were reasonable by Russian standards. When they got into Finland prices increased almost tenfold, but the chocolate was a tad better, too.

Russian wrappers today are a bit more colorful than just a few years ago, and many of them show a more sophisticated look. Must be the Western influence.